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# ***You Gotta Be Kidding!***

## **Statewide Recycling Campaign Social Marketing Strategy**

**EPA**

**Resource Conservation Challenge (RCC)**

**Web Academy**

**Solid Waste Management and Recycling**

**Educational Series**

**May 20, 2010**



# Georgia's Statewide Recycling Strategy

- 2005 Waste Characterization Study results
  - Update State's waste disposal reduction goals
- State recycling strategy implementation
  - Away From Home Program
  - Regional Recycling Hubs
  - Establish Recycling Performance Reporting Metrics (ReTrac)
- Statewide Recycling Campaign



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# Statewide Campaign Goals

- Help **grow recycling volume** and decrease recyclables being wasted
- **Educate the public** and key stakeholders on the benefits and importance of recycling
- **Encourage recycling participation** by connecting emotionally with Georgians

*And an added benefit: Position Georgia  
as a national recycling success story!*



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# Social marketing theory applied

- Always start with research
  - Know and pin point *who* you need to reach and their barriers and motivators
- Develop tools that will speak to and motivate them
  - Change will not happen overnight
  - You must first create buzz and catch attention
  - Then.. engage (and engage and engage...)
- Use creative tools to catch people where they live, work and play
- Always measure and adjust



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# No Guessing Here! Research Findings...

- Most think their actions *CAN* make a difference
- Most recycle because it is good for the environment
- Among non-recyclers, recycling is perceived as inconvenient, sometimes even when a curbside recycling program is available
- Everyone has a different definition and perception of recycling and what it means to be a “recycler”
- Residents want *MORE* information on recycling from their communities
- Habit appears to be highly important (How can recycling fit into my daily routine?)



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# Identifying the Target Audience

- 45% of the population are **non-committed recyclers**.
- They are more likely to:
  - Recycle with less frequency or not at all
  - Need more information about recycling
  - Feel it takes too much time to separate recyclables
  - Agree they should be compensated for recycling
  - Say they'd recycle at all/more if it was easier to do

**OUR TARGET: Non-committed recyclers  
(And specifically 25-34 year olds!)**



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# Campaign Tools

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Taking the Campaign to Non-Recyclers State-wide







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# Campaign Tools

- Marketing Materials Suite
- Campaign Central: [www.GACampaignCentral.org](http://www.GACampaignCentral.org)
- Consumer Web site: [www.YouGottaBeKidding.org](http://www.YouGottaBeKidding.org)
- Campaign Social Media Tools:
  - Facebook Cause
  - Flickr Gallery
- Partnership Incentive Kits



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# Campaign Marketing Materials Suite

- Signage/Outdoor
  - Billboards
  - Bus Shelters
  - Posters
  - Truck Signs
  - Banners
- Ads
  - Print
  - On-line
- Radio PSA
  - Tommy (English)
  - Maria (English/Spanish)
- Printed Materials
  - Direct mail postcards
  - Bill stuffer
  - Flier template (BW/Color)
- Viral Marketing
  - T-shirts
  - Coasters
  - Stickers
  - Koozies
  - Flat Tommy, Maria and Ronald

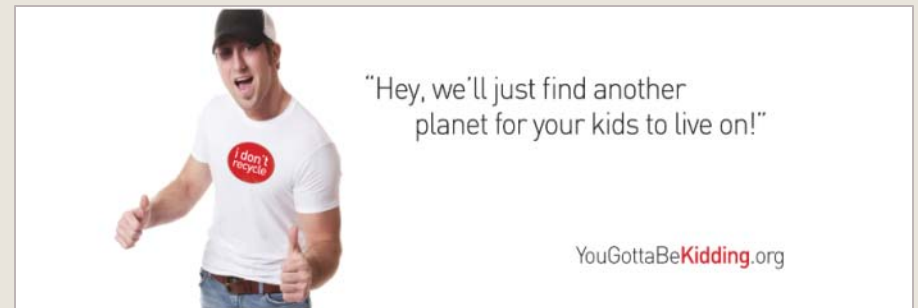
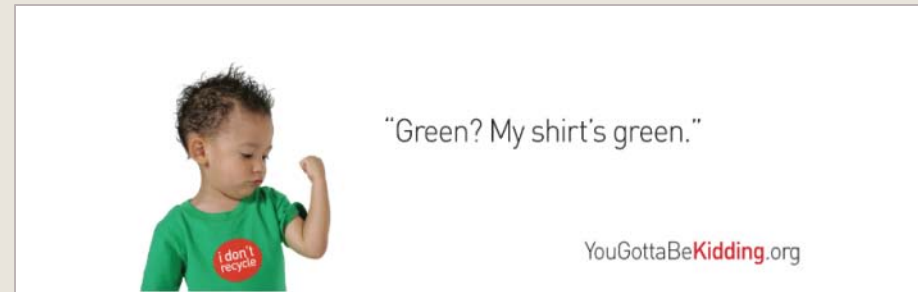
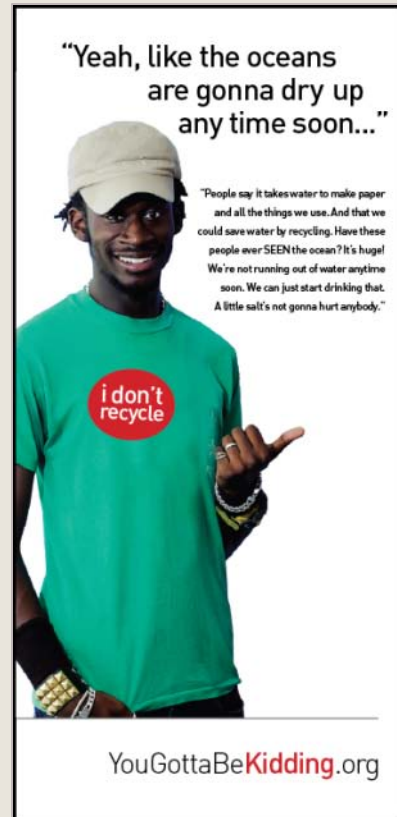


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# Materials Available -- Examples



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# Campaign Central

## YouGottaBeKidding Campaign

[THE CAMPAIGN](#)[PLAN YOUR CAMPAIGN](#)[MEASURE YOUR SUCCESS](#)[FEEDBACK](#) | [CONTACT US](#)

### How To Get Started...

1

Learn about the campaign, check out the materials and download what you need in your community. [Read more](#)


2

This section will show you how to successfully launch the statewide campaign in your own community. [Read more](#)

3

Don't forget the important last step of measurement to ensure your efforts pay off! [Read more](#)

[CAMPAIGN SIGN UP](#)[GET STARTED](#)



[THE CAMPAIGN](#)[PLAN YOUR CAMPAIGN](#)[MEASURE YOUR SUCCESS](#)

[» Check out the campaign creative materials and learn how you can localize them.](#)  
[About »](#)  
[Campaign Materials »](#)  
[Research »](#)  
[MORE](#)

[» All the tools you'll need to plan and roll out the campaign in your own community.](#)  
[Sample Communication Plan »](#)  
[How-To & Tips »](#)  
[Creative Ideas »](#)  
[MORE](#)

[» A crucial step is measurement. Learn how to incorporate measurement into all aspects of your education efforts.](#)  
[What to Measure »](#)  
[Tracking Tons Collected »](#)  
[Re-TRAC »](#)  
[MORE](#)

### What's New

Flat Stand-up Maria is now available for download! - Wednesday, July 22, 2009  
Flat Maria can now be downloaded from the [Campaign Materials](#) page to join her friends Tommy and Ronald on their whirlwind tour of Georgia!

Character Promo Card Now Available for Download! - Monday, June 15, 2009  
The character promotional card designed to be handed out with flat characters is now available for download in the [Misc. area of the creative download page!](#)

The statewide campaign has officially kicked off! - Wednesday, June 10, 2009  
As you all know by now, June 1<sup>st</sup> marked the official launch of the statewide recycling education campaign. Click [here](#) to see what we are up to!

[The Campaign](#) | [Plan Your Campaign](#) | [Measure Your Success](#) | [Feedback](#) | [Contact Us](#)



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# Consumer Web site – Home Page

## YouGottaBeKidding.org

Share This Site | Join The Facebook Cause | Recycle in Georgia | Fun Stuff

No Kidding.  
You can recycle in your community.



### JUSTIN DEMME

**Meet Justin:** Sometimes forgets to put up the third finger when stating his age. Family owns a Hummer which makes Justin feel mildly superior. Blue is his favorite color.  
**Home:** Macon, GA  
**Age:** 3  
**Occupation:** c'mon, give a kid a break  
**Why Justin Doesn't Recycle:** No one's taught me how.

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### Why Should Justin Recycle:

*Justin, Check out RecycleGuys.org for information on how to recycle. It's easy. Can Guy*  
**Recycle Guys, Raleigh NC**

*Hey Justin you should ask your parents to take you to a Materials Recovery Facility for a tour! Lots of cool machines and lots of fun ways to learn all about recycling! Keep flexing those muscles buddy!*  
**Anne, Savannah, GA**

*As a three year old, the world is your diaper. Stink*

### Get Connected

- [Flickr Gallery](#)
- [Submit Photo](#)
- [Join the Facebook Cause](#)



[RSS](#)

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### Timmy's Dad is Not Smarter Than My Dad

By justin on 8/10/2009 2:52 PM  
Hi, it's Justin again. This time my mom is writing for me. She says she wants me to tell people that Timmy's dad is not smarter than my dad...

[Read More »](#)

### Do You Have to Prove You Recycle?

By ronald on 7/30/2009 8:22 AM  
I haven't posted anything in a while. I've been busy. I lost my job, actually, so I've been kind of down...

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# Consumer Web site – Character Page

## YouGottaBeKidding.org

[Share This Site](#) [Join The Facebook Cause](#) [Recycle in Georgia](#) [Fun Stuff](#)

No Kidding.  
You can recycle in your community.



**RONALD T. W. KING**  
**Meet Ronald:** Shift supervisor at an industrial foam manufacturer. Tabloid junky. Turned his recycling bin into a coffee table in his apartment.  
**Home:** Savannah, GA  
**Age:** 28  
**Occupation:** Supervisor  
**Why Ronald Doesn't Recycle:** Mine would just be a drop in the ocean.

**Don't Keep a Guy Like This Secret**  
e-introduce Ronald T. W. King to your friends:

**What Ronald is Reading:**

- Dozens killed in Baghdad attacks; At least 75 people are killed and more than 300 injured in co-ordinated blasts in the Iraqi capit...
- Hungary marks 1989 freedom event, Germany's Chancellor Merkel is in Hungary to thank the country for its 1989 border opening which ...
- New violence hits Afghan capital, Troops battle insurgents raiding a bank in Kabul, killing three, a day before Afghan presidential...

**Blog**

Hi, it's Justin again. This time my mom is writing for me. She says she wants me...  
**Timmy's Dad is Not Smarter Than My Dad »**

I haven't posted anything in a while. I've been busy. I lost my job, actually, ...  
**Do You Have to Prove You Recycle? »**

Okay, survey time. If you've spent time on this web site...  
**Why Do You or Don't You Recycle? »**

Hi, my name is Justin. My 11-year-old sister is writing this for me...  
**What My Neighbors Think »**

**Why Should I Recycle?**  
I've heard a ton of reasons to recycle, but I'm still not convinced. Why do YOU think I should recycle?

**Tell Ronald Why He Should Recycle:**

Enter Your Comments:

[→ Need More Reasons?](#)

**What other people have said**

*If you don't, then will put the next landfill needed right next to your house or apartment!*  
**Dave, West Point, GA**

*Ronald you should recycle your drop in the bucket alone with other single black men adds up to allot. It's the right thing to do.*  
**Wesley, Atlanta**

*You can save money. Programs like Recyclebank are catching on in various places, maybe it will come to your town soon. Meanwhile, if you separate your recycling from the garbage you will find you have much less trash to take out each week. I'm down to a bag a week in my household of 3... More time to keep those feet propped up on a coffee table. (I recommend reusing old secondhand milk crates for end tables and book shelves.)*  
**Dave, Columbus**

*You're fine man. Recycling is just a lame attempt to bring us "back to nature." Besides, you're already recycling, if you use your bin for a table--the bin was old and not used,*

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# Campaign Social Media

- **Facebook Cause and Fan Pages**

- Over 2,550 members
- 45 members have recruited 10 or more friends



- **Flickr Gallery**

- 78 sets uploaded to YGBK Flickr gallery
- 2,124 photos
- Over 6,500 views



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# Campaign Roll-out: Overview

- Campaign launched **June 1, 2009**
  - Radio Media Tour (RMT)
  - State-wide media and marketing campaign
  - Events and kick off of local efforts
- Community/stakeholder use
  - Training, conferences
  - Incentive kits
- New tool development



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# Incentive Kit Partnership Program



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# Incentive Kit Contents



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# Results

## Community Engagement:

- Unprecedented 168 stakeholders, representing over 100 communities, launched campaign in first 6 months.
- 206 community events held promoting recycling, reaching over 260 thousand attendees from June 2009-April 2010.

## Generate buzz:

- 154 news stories to-date: 50+ stations airing radio PSA, audience impressions 1.4 million print/broadcast + countless on-line.
- Award of Excellence from EPA, Davey International Creative Award, Georgia Recycling Coalition Innovation Award.
- Over a dozen trade organizations highlight the campaign.



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# More Results

## Recycling:

- Total tons recycled at events in Georgia increased by 48%, with over 47.3 tons collected in 2009
- Initial reports show success in increasing recycling, but a one-year analysis will be more accurate and revealing

## Sponsorships:

- In just the first six months, \$524,000 of in-kind and sponsorship funds were given the campaign (\$100,000 of these funds came from communities)



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# Community Campaign Showcase

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## Use of the Campaign Across the State





# Coca-Cola Recycling



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Department of COMMUNITY AFFAIRS

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# City of Griffin and Savannah



## <sup>“GEORGIA’S BEST WEEKLY”</sup> The Savannah Tribune

### City to Join Statewide Recycling Campaign

The City of Savannah joined a statewide campaign that uses humor and the absurd to promote the benefits of recycling.

City officials kicked off the campaign at a news conference on Wednesday, June 10, at the transfer center operated by Savannah's recycling partner, Pratt Industries, located at 101 Kahn Industrial Court.

Since the historic launch of the City's singstream curbside recycling program in January, Savannah has collected over 5 million pounds of recyclables from Savannah's households.

The program has reduced the amount of material sent to our landfill by 14.2 percent, diverting 4,201 metric tons of carbon emissions from the air, according to a formula developed by the U.S. Environmental Protection Agency.



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# Community events



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# Rome Braves and Savannah Sand Gnats Baseball Games



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# Eaton Chiropractic, SP Recycling, Strategic Metals



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# Other communities around Georgia

City of Columbus



City of Sandersville



Cobb County



City of Braselton



Hall County



Department of COMMUNITY AFFAIRS

ON

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